



Did You Know That the "MERIT" LAUNDRY & CLEANING CO.

has in connection with their laundry plant one of the most modern Dry Cleaning plants in the city? Do you know also that this is the only "Independent" Laundry in this city? They also would have you know that they appreciate all work entrusted to them.

SERVICE IS THEIR WASHWORD

"MERIT" LAUNDRY and CLEANING COMPANY

Telephone 68. Do It Now.



PENSACOLA Gregg School

IDA C. GOELZ PRINCIPAL

Gregg Shorthand, Touch Typewriting, Bookkeeping, Office Training for Stenographers, Spelling, Arithmetic, English, Punctuation.

375-376-377 Brent Bldg.

Pensacola, Fla.

H. J. OWENS

DRUG SUNDRIES and SEEDS

FRESH DRUGS

All the new preparations, sick room supplies, fine toilet articles, stationery, magazines, flash lights, cigars, and a full line of Garden Seeds. Quickest free delivery in the city.

24 N. Palafox St.

Phone 1454.



Hand Tailored

Suits, Overcoats

Naval Officers Uniforms Ladies' Coat Suits, Skirts

High Grade Workmanship Prices Low



30 So. Palafox St. Phone 774.



STYLES THAT SATISFY

There is a double pleasure in wearing shoes that are correct and exclusive. First you please yourself, and you have the added satisfaction of knowing that other eyes than yours are conscious of the smartness of your footwear.

A guarantee of satisfaction goes with every pair we sell.

ANSON'S SHOE STORE

19 So. Palafox St.

IDEAL

Beauty and Hair Parlor Phone 2217, 335 Brent Bldg. Pensacola, Florida.

LADIES Its Easy Now

To save your hair and double its beauty in a few weeks.

Our scalp treatments correct dandruff and scaly eczema. We use the real Hair Specific. Lucky, Tiger — makes Sick Hair Well!

Our Facial Treatment is the "Boncilla Method," the masterpiece formula.

Mr. and Mrs. John C. Klinger

Chiropractic

is the

SAFEST AND SANEST ROAD TO HEALTH

Pinched Nerves, caused by a misplacement of the Vertebrae of the Spine, are the cause of disease, for the Nerve Energy is thus prevented from flowing unimpededly to the various organs.

CHIROPRACTIC SPINAL ADJUSTMENTS

remove the cause and Health is the result.

Consultation and Spinal Analysis Free

W. C. GOELZ CHIROPRACTOR

Office Phone 393. Res. Phone 2247. 329-331 Brent Bldg. Pensacola, Fla.



One of the Newest and Cleanest Store in Pensacola and One of the Largest and BEST STOCKS OF GROCERIES

For Quality Goods Try HOYT BROS. & CO.

103-105 North Palafox. You'll Save in the End. Phone 812.



We serve palatable and wholesome foods, sending you away with a feeling of satisfaction. We cater to parties. Moderate prices prevail.

HUGHEY'S AMERICAN RESTAURANT

37 So. Palafox St.

Pensacola, Fla.



We have one of the most sanitary and best equipped plants in the country. We carry the best and freshest meats in the market as well as the best home-made sausage in the city.

Sprinkle's Cash Market

Retail Dealers in Fresh Meats, Country Produce, Chickens and Eggs

Prices, Weight and Quality Guaranteed

No. 11 W. Romana. Phone 723.

Philadelphia Diamond Grid Battery

We give you real assistance in the solution of all battery problems. We offer you the best on the market.

Philadelphia Diamond Grid Battery

Guaranteed for 2 years. We suggest you call and see us. We are also experts in repairing Generators, Starters and Magnets.

PENSACOLA ELECTRIC GARAGE

A. J. Pockus Cor. Chase and Baylen. Phone 940.

PALMER AUTO CO.

W. G. Palmer, Prop'r.

Exclusive Dealers

Reo Trucks and Passenger Cars, Indiana Motor Trucks. Phone or call for demonstration.

Expert Service Department

Phone 116. 21 W. Romana.

Your Word is Law

We think every article we put up for sale is A-No. 1 in quality. But, if for any reason it fails, we urge that you bring it at once to our attention. If it doesn't meet your standards, it won't meet ours. And incidentally it's a whopping big concern that backs the tires we sell, and both make good. That's why we sell BLACKSTONE TIRES.

Hopf Vulcanizing Company

Distributors Blackstone Automobile Tires

Repairing of Automobile Tires and Tubes Our Specialty

101 N. Palafox. Phone 223.



RIDE A BICYCLE and Save Money

BICYCLES

Supplies and Repairs. Satisfaction guaranteed. Your business is appreciated. Let us show you the Yale line.

T. T. Wentworth, Jr.

Corner Belmont and Davis Sts. Pensacola, Fla. Phone 163.



Pfeiffer's Bread 8c, 2 for .15 Pfeiffers Special Brand French Bread

PFEIFFER'S BAKERY

Bread, Cakes and Pies 207 E. Intendencia St.

Drink and Enjoy Dubuissou's Fresh Roasted

COFFEE

Sold in bulk; saves cost of carton. We also carry a full line of tested field, flower and garden seeds that grow. Poultry supplies and laying mash.

J.E. Dubuissou

Garden Seeds and Coffee a Specialty

Nos. 234-36 E. Intendencia.

Phone 1661. P. O. Box 842.

Pensacola, Fla.



Need a New Roof?

We are offering at greatly reduced prices:

Pine and Cypress Shingles. Red Cedar Shingles.

Vulcanite Slate Coated Roofing and Shingles.

PENSACOLA MANUFACTURING CO.

Phone 637. 205 East Main St. Pensacola, Florida.

THE PRIZE WINNING ESSAY

Miss Anastasia Chambers, of Warrington, Fla., was awarded first prize of \$20 by the judges. A copy of the essay follows:

SHOPPING AT HOME.

The old adage runneth thus: "When in Rome, do as the Romans do." I am in Pensacola, so I am going to boost it, too. Pensacola stores possess so many good qualities that it is hard to see why Pensacolians should go to other cities, or patronize mail order houses when they can get everything as good and as cheap at home. In the course of human events we must live, eat, sleep, dress and die. To live comfortably we must have a decent house. Whether you intend to build a cottage or a mansion the Pensacola Manufacturing Co. at 205 East Main street will be able to fill your order. That is why I like to go there. They always have just what you want. After building your home you naturally need something to go into it. Why then not visit 104 East Government? Surely there is no merchant who can give you a more complete line of furniture than Higgins Loan and Furniture Company. Now don't worry about getting your furniture to your new home. All you need to do is telephone 1145 and give the number of your house and let Boras Transfer Company do the rest. Their business is moving and they mind their business thoroughly. How can you rest comfortably without a good mattress and where will you get one, you ask? Oh, the Germ Proof Mattress Company at 107 South Palafox street will answer that question "Send your old mattress around to us and we shall make it as good as new," and they will, for they always keep their word. Furniture is essential, yes, but what if hubby comes home and finds no lights nor heat? Wifey won't have to pull her hair out or bite her nails if she telephones 210. The Baisten and Ware Electric Company are always on the job and can always be depended upon to do a first class job. Women are always borrowing trouble and so the lady we are speaking of decides she will have a garden. She telephones H. J. Owens at 24 North Palafox street for flower seeds. For she knows his seeds are always the best. Bachelors and old maids, business men and others who have no home to go to for meals, don't be discouraged. Cheer up, for you may go to Hughey's Restaurant at 37 South Palafox and easily imagine you are having a meal at home. It is just like some cooking there. When your house is built and furnished with the best of furniture there is still something wanting. How about the plumbing? I'll tell you where (Continued on Page Three)

107 S. Palafox St.

Germ Proof Mattress Co.

Manufacturers

Mattresses, Pillows Pads

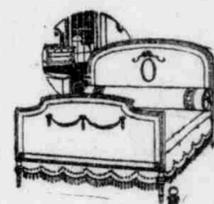
We Specialize in

Renovating

We make the old one new, and the new one do.

Comforts recovered, feathers cleaned and medicated. Sofa Pillows, any shape.

Phone 327.



Always a pleasure to show you our exclusive line of

FURNITURE, CARPETS, STOVES and BEL CANTO TALKING MACHINES

Plays all records. It will pay you to shop here. We are just as pleased to extend credit, too. Money loaned on household goods.

HIGGINS LOAN & FURNITURE COMPANY

104-6 E. Government St. Phone 586.

ABE'S TAXI

ALWAYS RELIABLE PHONE

299

Day and night service; 5 and 7-passenger cars. Country drives a specialty. Our drivers are bonded.

22 East Garden St. Rear Isis Theatre.



PRETTY SOFT

Everything Electrical

Hot Point Electrical Appliances, Fans, Motors Generators

Also general construction, house wiring and repairing.

BAIDEN & WARE ELECTRIC CO.

Phone 210

17 and 19 W. Government St.

You Will Be Pleased

with any plumbing or heating we do for you, because we never regard a job as complete until we know we have satisfied our customers.

Chas. A. Born

Plumbing and Heating Contractor

25 W. Garden St. Phone 325.

Pensacola, Fla.

CARY AUTO REPAIR CO.

"We Fix Fords"

We also carry genuine Ford parts and are fully equipped for auto repairs of all kinds. Lighting, starting and ignition a specialty.

117-119 W. Garden Street

Phone 949

W. E. Spitzer & Co.

Manufacturers of Automobile Trimmings

Automobile Tops, Seat Covers, Tire Covers, Dust Hoods, Curtains, Cushions.

26 W. Garden. Phone 494.

Pensacola, Fla.

Borras Transfer Co.

"Our Business is Moving"

Household goods packed and shipped.

Authorized contractors for hauling supplies to the U. S. Army Post, Proctor & Gamble Co., J. Morrell & Co., D. M. Ferry & Co., VanCamp Products Co.

Iron safes, pianos and furniture handled with care and promptness. Heavy hauling a specialty.

Phone 1145. Res. Phone 1542

Chase and Alcaniz Streets.



Do the heels of your shoes wear down on one side?

"Better rush them to this repair shop. To wear shoes with imperfect heels may bring about serious foot trouble.

Sometimes the sole of one shoe will wear thru long before the other. When I resole, I make the new sole of exactly the same thickness as the good sole. Otherwise you might develop a limp.

SAVE MONEY by letting me do your shoe repair work. Have your shoes repaired with the idea, too, of getting foot comfort.

PHONE 760

Royal Shoe Shop

32 South Palafox. Work Called for and Delivered. All Work Absolutely Guaranteed.